

राकेश कुमार वर्मा
RAKESH KUMAR VERMA



अपर सचिव
पर्यटन मंत्रालय
भारत सरकार
नई दिल्ली
Additional Secretary
Ministry of Tourism
Government of India
New Delhi

D.O No. U-8/2/2022-EVENTS

Dated: 04-07-2022

Dear Mr. Mehra,

India is the land of festivities. A large number of fairs and festivals in the country are celebrated throughout the year, with much enthusiasm and gusto. These fairs and festivals bring society together but also attract tourists. In order to bring regular information about such fairs & festivals to the people, Ministry of Tourism has recently developed **UTSAV**, a portal that showcases the month-wise and state-wise calendar contents on festivals, fairs, events and online darshans.

The UTSAV Portal aims to showcase various festivals, fairs, events and live darshans across India to promote different regions of the country as popular tourist destinations worldwide. The portal now comprises information on large number of festivals, fairs, events and live darshans across 28 States and 8 UTs. The portal is dynamic and constantly evolving with additional new information about all the upcoming events, festivals, and exhibitions, updated periodically.

As these festivals, fairs are important segment of tourism experience, it will prove to be very useful for domestic and foreign tourists to plan their tour to explore the rich and diverse culture of India. It is thus requested that the UTSAV portal may be promoted aggressively from your end among your member tour operators, travel agents, hotels and other stakeholders. It is also requested to create link of the portal <https://utsav.gov.in> on your website.

With regards,

Yours sincerely,

(Rakesh Kumar Verma)

Mr. Rajiv Mehra
President
Indian Association of Tour Operators
310 Padma Tower II
22 Rajendra Place
New Delhi --110008

परिवहन भवन, 1 संसद मार्ग, नई दिल्ली-110001 दूरभाष: +91-11-23715084
Transport Bhawan, 1 Parliament Street, New Delhi - 110001 Tel : +91-11-23715084
E-mail : as.tourism@gov.in